

## **Appendix 2**

**Round 1 open-ended responses and rationale generated by the experts to the following question:**

**What do you think are the best strategies or techniques for maintaining engagement with an app aiming to help people reduce their alcohol consumption?**

1. Design - Ability to change design to suit own preferences
  - Option for changing look and feel of the app when the user wants
  - Tailor app to different aesthetic tastes
2. Design - Aesthetic
  - Needs to look good
  - Attractive and simple design
3. Ease of use
  - Needs to feel good/easy to use
  - Intuitive user interface
4. Feedback
  - Immediate, informative feedback
  - Illustrates progress towards a goal
  - Show if there is any improvement in task performance
5. Function

- Range of different functions
- Capture different processes (e.g. monitoring, associations)

#### 6. Gamification

- Typical game elements (e.g. incremental challenges, monitoring progress, giving rewards) are used for different purposes
- Makes the intervention more persuasive
- Strategies should be tailored to fit different age groups

#### 7. Graded tasks

- Motivating when you achieve a higher level
- Can help with self-efficacy

#### 8. Prompts

- Can enhance interaction

#### 9. Reward type - Cue signalling reward

#### 10. Reward type - Financial

#### 11. Reward type - Games

#### 12. Reward type - Novelty

- E.g. accessing a new element/section of the app

#### 13. Reward type - Positive messages

#### 14. Social - Comparison

- Option for comparing self with others
- Anonymous unless permission granted

#### 15. Social - Connectivity

- Social support to achieve a certain goal
- Works well in other health behaviour apps e.g. weight loss

#### 16. Tailored information

- Provide cumulative personalised information about user in relation to others

#### 17. Unique smartphone features

- Use of features/functions only available on a smartphone
- For example, prompts/reminders based on location or time